

PRESS INFORMATION

Issued by Network PR Ltd on behalf of **Signs Now**
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FOR IMMEDIATE RELEASE

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Signs point to healthy eating for schools

Signs Now, the Wolverhampton based graphics and signs company, has developed a range of signs specifically for schools, encouraging children to select healthy options from the lunch menu.

The twenty individual illustrations, created for Signs Now by Birmingham Artist Jan Sitek, appeal to children of all ages and have been transformed into attractive large format signs, designed to be displayed standing off the wall for maximum impact.

One of the first sets of the new signs were presented to Queen Victoria School, Sedgley, by Bill Dunphy, Managing Director of Signs Now. Mrs Pat Baynham, the teacher responsible for encouraging healthy eating, accepted the signs on behalf of the school saying: "We are supporting the nationwide nutrition and fitness campaign in schools and with the support of Signs Now, we are encouraging our children to be healthy and active."

Increasing rates of child obesity is a real concern for parents and teachers alike. Schools are supporting the National Get Active and Healthy Eating campaign by appointing healthy eating coordinators and working with all concerned to encourage greater awareness of the need to motivate children to eat more healthy food and take more exercise.

Bill Dunphy said: "Communicating the benefits of healthy eating using large format professionally created graphics is an excellent way to attract the attention of children and get the message across. Signs Now is pleased to be involved in this campaign and delighted with the reaction of the children at Queen Victoria School to the new signs."

Signs Now is an established supplier to schools across the country and working with head teachers and governors has developed a range of signs for both external and internal use, covering school name signs, welcome signs, rules signs and information signs, as well as healthy eating signs. These signs for schools may be viewed at www.signsnow.co.uk/schools.

Ends

Approx word count 300

Choice of pics:-

1. Signs Now NPR-301-SF Vic1

Caption: Pat Baynham, Jan Sitek and Bill Dunphy pictured with children from Queen Victoria School, Sedgley, children L to R; Lauren Williams, James Britton, Kyle Hall, Sharron Edwards, Christopher Ngale, Joshua Evans, Craig Wood, William Pearce, Thomas Oliver, Alex Kent, Jessica Alcorn.

2. Signs Now NPR-301-SF Vic3

Caption: Pat Baynham, Jan Sitek and Bill Dunphy pictured with children from Queen Victoria School, Sedgley, children L to R; Christopher Ngale, Kyle Hall, William Pearce, Thomas Oliver.

NB: Formal permission to use these images showing the school children has been approved by each of the parents/guardians and the school concerned.

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